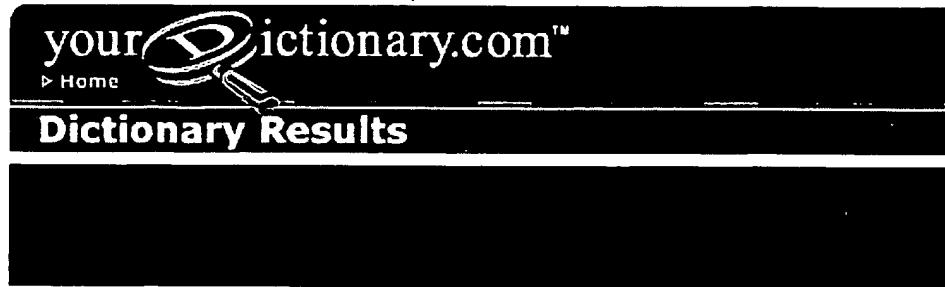


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The characteristics of human populations and population segments, especially when used to identify consumer markets:
The demographics of the Southwest indicate a growing population of older consumers.

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